

MELISSA M. ARONCZYK
CURRICULUM VITAE
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PROFESSIONAL EMPLOYMENT

2016– Associate Professor, Journalism and Media Studies, Rutgers University
2013–16 Assistant Professor, Journalism and Media Studies, Rutgers University
2009–13 Assistant Professor, Communication Studies, Carleton University

AFFILIATE POSITIONS

2020– [Research Affiliate](#), Climate Social Science Network, Brown University
2020– [Research Affiliate](#), Center on Digital Culture & Society, University of Pennsylvania
2017– [Affiliated Graduate Faculty](#), Sociology, Rutgers University
2017– [Affiliated Faculty](#), Climate Institute, Rutgers University
2017– [Faculty Associate](#), Eagleton Institute of Politics, Rutgers University
2014– [Faculty Fellow](#), Center for Cultural Sociology, Yale University

ACADEMIC HONORS

2022 Distinguished Achievement in Research, Rutgers Journalism & Media Studies
2018 Outstanding PhD Faculty Mentor, Rutgers School of Communication & Information
2015 Outstanding Young Scholar Award, Popular Communication Division, ICA (joint winner)
2015 Distinguished Achievement in Teaching, Rutgers Journalism & Media Studies
2014 Distinguished Achievement in Research, Rutgers Journalism & Media Studies
2009 Outstanding Dissertation Award, NYU Steinhardt
2009 Western Scholarship Award for Scholastic Achievement and Service, NYU Steinhardt
2007 Nominee, Doctoral Teaching Excellence Award, NYU Steinhardt

EDUCATION

2009 Ph.D., New York University, Department of Media, Culture and Communication
“Branding the Nation: Mediating Space, Value and Identity in Global Culture”
2009 Universität Osnabrück: International Summer School on the Cultural Study of the Law
1998 McGill University, Faculty of Arts: Special Student
1997 Université de Montréal, Faculty of Music: Graduate Diploma
1996 Université de Montréal, Faculty of Music: B. Mus.
1992 McGill University: Freshman Arts Program

VISITING POSITIONS

2020 Visiting Senior Fellow, Department of Media and Communications, London School of Economics
2018 Faculty Fellow, Visiting Professors Program, Advertising Educational Foundation, NYC
2015, ’16 Visiting Professor, Media and Global Communication Program, University of Helsinki
2016–17 Faculty Fellow in Residence, Center for Cultural Sociology, Yale University
2014–15 Faculty Fellow, Rutgers Center for Historical Analysis
2012–13 Visiting Scholar, Institute for Public Knowledge, New York University

PUBLICATIONS

Books

Aronczyk, M., & Espinoza, M. 2022. *A Strategic Nature: Public Relations and the Politics of American Environmentalism*. New York: Oxford University Press.

Reviewed in [International Journal of Communication](#) 16 (2022); [Journal of Communication](#) (2022); [Journal of Cultural Economy](#) (2022). Media coverage in the [Washington Post](#), [The Guardian](#), [The Nation](#), [Rolling Stone](#), [Scene on Radio](#), [CNBC](#), [Financial Times](#), &c.

Aronczyk, M. 2013. *Branding the Nation: The Global Business of National Identity*. New York: Oxford University Press.

Reviewed in *LSE Review of Books* (9 Feb 2014); *Times Higher Education UK* (23 Jan 2014); *Global Media and Communication* 10.2 (2014); *International Journal of Media and Cultural Politics* 10.2 (2014); *Digital Icons* 11 (2014); *Political Communication* 31.4 (2014); *Economic Sociology* *The European Electronic Newsletter* 16.2 (2015); *Choice* (American Library Association) 51.10 (2014).

Aronczyk, M., & Powers, D. 2010. *Blowing Up the Brand: Critical Perspectives on Promotional Culture*. New York: Peter Lang.

Reviewed in *Popular Communication* 9.1-2 (2011), *The Communication Review* 14.2 (2011), *Reviews in Cultural Theory* 2.1 (2011); *Journal of Communication* 61.5 (Oct 2011); *Journal of Mass Media Ethics* 26.4 (2011); *Canadian Journal of Communication* 37 (2012).

Journal Special Issues

Wood, T., & Aronczyk, M. 2020. Publicity & Transparency. *American Behavioral Scientist*, 64.11 (October).

Aronczyk, M., Kantola, A., & Edwards, L. 2017. Powers of Promotion. *Public Relations Inquiry*, 6.2.

Aronczyk, M., & Craig, A. 2012. Cultures of Circulation. *Poetics: Journal of Empirical Research on Culture, the Media and the Arts*, 40.2 (Spring).

Refereed Articles

Aronczyk, M. 2022. Branding the nation in the era of climate crisis: Exclusion and enclosure at the end of the world. *Nations & Nationalism*. Accepted with minor revisions.

Nemes, N., Scanlan, S. J., Smith, P., Smith, T., **Aronczyk, M.**, Hill, S., Lewis, S. L., Montgomery, A. W., Tubiello, F. N., & Stabinsky, D. 2022. An Integrated Framework to Assess Greenwashing. *Sustainability*, 14(8), 4431.

Aronczyk, M. 2021. Advertising and Its Adversaries. *Media Theory* 05.2: 123-40.

- Espinoza, M., & Aronczyk, M. 2021. Big Data for Climate Action or Climate Action for Big Data? *Big Data & Society* 8.1 (January).
- Wood, T., & Aronczyk, M. 2020. Publicity and Transparency: Introduction. *American Behavioral Scientist* 64.11 (October): 1531–1544.
- Aronczyk, M. 2020. Brands and the Pandemic: A Cautionary Tale. *Social Media + Society* 2K (July–September).
- Brulle, R., Aronczyk, M., & Carmichael, J. 2020. Corporate Promotion and Climate Change: An Analysis of Key Variables affecting Advertising Spending by Major Oil Corporations, 1986–2015. *Climatic Change* 159: 87–101.
- Aronczyk, M., & Espinoza, M. 2019. Sustainable Communication: Green PR and the Export of Corporate Environmentalism, 1989–1997. *Environmental Sociology* 5.3: 308–322.
- Aronczyk, M. 2018. Public Relations, Issue Management, and the Transformation of American Environmentalism, 1948–1992. *Enterprise & Society* 19.4: 836–863.
- Aronczyk, M. 2018. Environment 1.0: Infoterra and the Making of Environmental Information. *New Media & Society* 20.5: 1832–1849.
- Aronczyk, M., Kantola, A., & Edwards, L. 2017. Apprehending Public Relations as a Promotional Industry. *Public Relations Inquiry* 6.2: 139–155.
- Aronczyk, M. 2017. Portal or Police? The Limits of Promotional Paratexts. *Critical Studies in Media Communication* 34.2: 111–119. Lead article.
- Aronczyk, M. 2015. Understanding the Impact of the Transnational Promotional Class on Political Communication. *International Journal of Communication* 9: 2007–2026.
- Aronczyk, M., & Brady, M. 2015. Branding History at the Canadian Museum of Civilization. *Canadian Journal of Communication* 40.2: 165–184. Lead article.
- Aronczyk, M. 2014. Confidence Game: Marketing Wellbeing in Economic Surveys. *European Journal of Cultural Studies* 17.3: 244–257.
- Aronczyk, M. 2013. Market(ing) Activism: Lush Cosmetics, Ethical Oil, and the Self-Mediation of Protest. *JOMEC (Journalism, Media and Cultural Studies Journal)* 4: 1–21.
- Aronczyk, M., & Craig, A., 2012. Introduction: Cultures of Circulation. *Poetics: Journal of Empirical Research on Culture, the Media, and the Arts* 40.2 (Spring): 93–100.
- Aronczyk, M. 2010. Providing Emotions since 1534: The Politics of Visibility in Quebec’s Tourism Brand. *Quebec Studies* 48 (Fall/Winter): 35–52.
- Aronczyk, M. 2008. ‘Living the Brand’: Nationality, Globality, and the Identity Strategies of Nation Branding Consultants. *International Journal of Communication* 2: 41–65.

Reprinted in: *Globalization and Culture*, ed. Manfred Steger. Edward Elgar Pub (2012); *Transnational Political Spaces*, ed. Jan Helmig. Campus Verlag (2009); *Nation Branding: Concepts and Country Perspectives*, eds. Nishit Kumar and Anil Varma. Icfai University Press (2010).

Aronczyk, M. 2005. SUV Ads and the Consumption of Nature. *Invisible Culture* 9 (Fall).

Book Chapters

Aronczyk, M. 2022. From Crisis to Opportunity: Promoting Climate Change. In *Routledge Companion to Advertising and Promotional Culture*, 2nd ed. M. McAllister and E. West, eds. In press.

Aronczyk, M. 2020. Public Communication in a Promotional Culture. Pp. 39–50 in *Rethinking Media Research for Changing Societies*. A. Russell and M. Powers, eds. Cambridge University Press.

Brulle, R., & Aronczyk, M. 2020. Environmental Countermovements. In *Handbook of Global Sustainability Governance*. A. Kalfagianni, D. Fuchs and A. Hayden, eds. Routledge.

Aronczyk, M. 2018. Branding National Identity in an Unequal World. Pp. 439–453 in *Oxford Handbook of Consumption*. F. Wherry and I. Woodward, eds.

Aronczyk, M. 2018. Nation Branding: A Twenty-first Century Tradition. Pp. 231–242 in *Nation Branding in Modern History*, C. Viktorin, M. Will, J. Gienow-Hecht, & A. Estner, eds. Berghahn Books.

Aronczyk, M. 2018. Foreword. Pp. ix–xiii in *Branding Latin America: Strategies, Aims, Resistance*, D. Fehimović and R. Ogden, eds. Lexington Books.

Aronczyk, M. 2017. Narratives of Legitimacy: Making Nationalism Banal. Pp. 241–258 in *Everyday Nationhood*, M. Skey and M. Antonsich, eds. Palgrave Macmillan.

Aronczyk, M. 2017. Raw Materials: Natural Resources, Technological Discourse, and the Making of Canadian Nationalism. Pp. 58–82 in *National Matters: Materiality, Culture and Nationalism*, G. Zubrzycki, ed. Stanford University Press.

Aronczyk, M., & Budnitsky, S. 2017. Nation Branding and Internet Governance: Framing Debates over Freedom and Sovereignty. Pp. 48–65 in *The Net and the Nation-State: Multidisciplinary Perspectives on Internet Governance*, U. Kohl, ed. Cambridge University Press.

Aronczyk, M. 2013. The Transnational Promotional Class and the Circulation of Value(s). Pp. 159–174 in *The Routledge Companion to Advertising and Promotional Culture*, M. McAllister and E. West, eds. Routledge.

Aronczyk, M., & Powers, D. 2010. Introduction: Blowing Up the Brand. Pp. 1–26 in *Blowing up the Brand: Critical Perspectives on Promotional Culture*, Melissa Aronczyk and Devon Powers, eds. Peter Lang.

Calhoun, C. & Aronczyk, M. 2010. Nationalism. Pp. 490–497 in *Political and Civic Leadership*, Richard A. Couto, ed. 2 vols. SAGE Reference Series.

Aronczyk, M. 2007. New and Improved Nations: Branding National Identity. Pp. 105–128 in *Practicing Culture*, Craig Calhoun and Richard Sennett, eds. Routledge.

Public Scholarship, Outreach, and Non-refereed Publications

Aronczyk, M. 2022. [The Injustice of Publicity](#). *Legal Form*. 20 April.

Aronczyk, M. 2022. [How PR Firms Captured the Sustainability Agenda](#). *Foreign Policy*. 17 February.

Aronczyk, M., & Espinoza, M. 2021. [Who Benefits from Data for Good?](#) LSE Impact of Social Sciences Blog, 4 May.

Aronczyk, M. 2021. [Spin Doctors Have Shaped the Environmental Debate for Decades](#). *The Washington Post*, 21 February.

Aronczyk, M. 2021. [Playlist: Annals of Promotional Culture](#). *Canadian Journal of Communication* 46(1).

Aronczyk, M. 2018. Advertising and Consumer Data. *Consumers and Consumption Newsletter*, American Sociological Association.

Aronczyk, M. 2017. Roundtable on New Mediascapes and the Futures of Advertising. *Advertising & Society Quarterly* 18(3).

Aronczyk, M. 2016. The Replication of Ideology: A Conversation between Adrienne Shaw and Marcus Boon. Aaron Trammell and Zack Lischer-Katz, eds. *Journal of Games Criticism* 3(2).

Aronczyk, M. & Powers, D. 2014. Beyond the Brand. *In Media Res* (17–21 June).

Aronczyk, M. 2014. Fort McMoney: Media for the Age of Oil. *Antenna: Media and Culture Studies Blog* (3 February).

Braunstein, R., & Aronczyk, M. 2013. Culture in NYLON. Culture Newsletter, American Sociological Association (Spring).

Aronczyk, M., & Brady, M. 2012. Crowdsourcing as Consultation: Branding History at Canada’s Museum of Civilization. *Antenna: Media and Culture Studies Blog* (18–19 December).

Aronczyk, M. 2012. From Henry VIII to Flash Mobs: Branding Britain at the London Games. *Antenna: Media and Culture Studies Blog* (17 July).

Aronczyk, M. 2009. How to Do Things with Brands: Uses of National Identity. *Canadian Journal of Communication* 34.2: 291–296.

Book Reviews/Encyclopedia Entries

- Aronczyk, M. 2021. Review of *Creator Culture: An Introduction to Global Social Media Entertainment*, Stuart Cunningham and David Craig (eds). *Journal of Communication* 72: E53–E55.
- Aronczyk, M. 2017. Nation. In *Keywords for Media Studies*, Jonathan Gray and Laurie Ouellette (eds). NYU Press.
- Aronczyk, M. 2016. Review of *Reading the Comments: Likers, Haters and Manipulators at the Bottom of the Web*, Joseph M. Reagle, Jr. *New Media & Society* 18.4 (April): 677–679.
- Aronczyk, M. 2016. Review of *¡Tequila!: Distilling the Spirit of Mexico*, by Marie Sarita Gaytán. *Contemporary Sociology* 45.3: 307–8.
- Aronczyk, M. 2014. What’s So Social about Social Media? *Public Books* (January).
- Aronczyk, M. 2014. Review of *Ethical Oil*, by Ezra Levant. *Environmental Communication* 8.1: 31–33.
- Aronczyk, M. 2013. Review of *National Belonging and Everyday Life*, by Michael Skey. *Contemporary Sociology* 42.3: 416–418.
- Aronczyk, M. 2013. Review of *Propaganda Society*, ed. Gerald Sussman. *New Media & Society* 15.1: 151–153.
- Aronczyk, M. 2010. Review of *Political Branding in Cities*, by Eleonora Pasotti. *Political Communication* 27:1–3.
- Aronczyk, M. 2010. Review of *Design and Creativity: Policy, Management and Practice*, eds. Guy Julier and Liz Moor. *Reviews in Cultural Theory* 1.1: 40–45.

Manuscripts in progress

- Aronczyk, M. The Hidden (in Plain Sight) Persuaders: The Business of Influence on Environmental Policy. In preparation for *Environmental Communication* journal.
- Aronczyk, M. The Media Environment. In preparation for *History of Media Studies* journal.
- Aronczyk, M. Doing Digital Ethnography. In preparation for *Culture Newsletter*, American Sociological Association.
- Aronczyk, M. Humanizing Energy. In preparation for *Energy Humanities*.

GRANTS AND FELLOWSHIPS

External

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| 2021–23 | Climate Social Science Network Research Grant. “The Business of Influence: Networks, Narratives and Strategies of Action and Non-action Around Climate Change, 1973–2021” (\$27,250). |
| 2016–21 | National Science Foundation Standard Grant (Social/Economic Sciences). “The Role of Information and Influence Campaigns in Structuring Responses to U.S. Policy, 1988–2015” (\$180,595). |
| 2010 | Social Sciences and Humanities Research Council of Canada Workshop Grant (CA\$24,610). |

- 2009 Social Sciences and Humanities Research Council of Canada Postdoctoral Fellowship (CA\$81,000) (*declined*).
- 2006–07 Social Sciences and Humanities Research Council of Canada Doctoral Fellowship (CA\$20,000).
- 2007 Ministry of International Relations of Quebec Research Grant (CA\$5,000).

Internal

- 2019 Grant for Individual Faculty Research, School of Communication & Information (SC&I), Rutgers University. “Metadata for Climate of Publicity Archive” (\$2000).
- 2018 Gretel Weiss Student–Faculty Collaboration Grant, Department of Sociology, Rutgers University. “‘Data Revolution’ for the Public Good? Mobilizing Big Data and Crowdsourcing Technologies for Climate Action.” With Maria Espinoza (\$4000).
- 2015 Research Development Grant, SC&I, Rutgers University. “Political Advocacy in a Promotional Culture: Research and Analysis of Information and Influence Campaigns around North American Tar Sands, 2000-2014” (\$5,314).
- 2014 Research Council Award, Rutgers University. “Political Communication in the Age of Oil” (\$2,100).
- 2014 Research Development Grant, SC&I, Rutgers University. “Political Discourse in the Age of Oil” (\$1,500).
- 2009 New York Institute for the Humanities Project Grant. “Blowing Up the Brand: Critical Positions on Promotional Paradigms.” Co-creator (\$3,000).
- 2008 NYU Institute for Public Knowledge Project Grant. “Blowing Up the Brand: Critical Positions on Promotional Paradigms” Co-creator (\$4,000).
- 2007 NYU Council for Media and Culture Summer Field Research Grant (\$1,250).
- 2007 NYU Steinhardt Dean’s Research Grant (\$1,500).
- 2005–06 NYU Graduate Student Organization Competitive Grants (\$250 x 2; \$150).
- 2003–06 Phyllis and Gerald LeBoff Doctoral Fellowship in Media Ecology (\$45,000).

PRESENTATIONS & CONFERENCES

Invited Talks

- 2022 (Presenter) Public Relations and American Environmentalism. [Great Decisions](#) Lecture Series Summit Free Public Library, New Jersey (June 28).
- 2022 (Panelist) *Climate Obstructionism and Public Health*. American Public Health Association. Via Zoom (June 22).
- 2022 (Presenter) *A Strategic Nature*. Climate Social Science Network (June 28).

- 2022 (Presenter) *A Strategic Nature*. Author-meets-Critics Event. Advertising & Society Quarterly.
- 2022 (Panelist) *Beyond Business – Interdisciplinary Perspectives in Sustainability*. Academy of Management, Organizations & the Natural Environment Group. Via Zoom (Apr 29).
- 2022 (Panelist) *Digital Innovation*. UNESCO Partnership on Digital Innovation. Via Zoom (Feb 10).
- 2022 (Panelist) *Marketing Global Justice*. With author Christine Schwöbel-Patel. Centre for Law & Society in a Global Context, Queen Mary University of London, UK. Via Zoom.
- 2021 (Keynote) *Port in a Storm: Finding a Place in Graduate Student Journals*. Student Journal Forum, University of Toronto Libraries.
- 2020 *The Climate of Certainty: Reckoning with Climate Change in a Data Democracy*. Research Dialogues, London School of Economics.
- 2020 *Advertising and Its Adversaries*. Symposium: 20th Anniversary of John Durham Peters' *Speaking into the Air*. Carleton University.
- 2019 (Participant) *Advertising & Society Colloquium*. Duke University.
- 2019 *Mediating Publicity: Information Politics in a Climate Emergency*. University of North Carolina.
- 2019 (Keynote) *Branding the Nation in an Era of Disorder*. Loughborough University, UK.
- 2018 (Keynote) *How Fake News, Political Spin, and Corporate PR Can Make Us Care about Climate Change*. University of Washington.
- 2018 *Public Communication in a Promotional Culture*. University of Washington.
- 2018 *PR, Environmentalism, and the Anxieties of Influence*. Colorado College.
- 2018 *The Climate of Publicity*. Media Activism Research Collective, Annenberg School of Communication, University of Pennsylvania.
- 2017 *Global Warming and Strategic Communication*. Schulich School of Business, York University, Toronto.
- 2017 (Expert) *Roundtable on New Mediascapes and the Futures of Advertising*, hosted by Advertising & Society Quarterly, New York City.
- 2017 *Towards a Sociological Model of Brands: A Conversation*. Symposium on Consumers & Consumption, Yale University.
- 2017 *Public Relations as Cultural Discipline: The Transformation of the American Environmental Movement, 1913-1992*. Yale University.

- 2016 *Promoting Legitimacy: Information & Interaction Subsidies in the Climate Change Public Sphere*. Media, Technology & Society Speaker Series, Northwestern University.
- 2016 (Keynote) *Promoting Legitimacy*. University of Helsinki.
- 2016 *Codes of Conduct: Social Orientation in a Promotional Culture*. Copenhagen Business School.
- 2016 *Selling Canada*. McGill Institute for the Study of Canada.
- 2015 *Promoting Legitimacy*. American University of Paris.
- 2015 *Raw Materials: Natural Resources, Technological Discourse and the Making of National Identity*. Yale University.
- 2014 *The Limits of Attraction: Mediating Identity in International Relations*. Warwick University, UK.
- 2014 *On the Visual Aspects of Nation Branding*. University of Leeds, UK.
- 2014 *On National Identity and Online Sovereignty: Nation Branding as a Strategy of Internet Governance?* Aberystwyth Internet Jurisdiction Symposium, Wales, UK (presented remotely).
- 2013/14 *Branding the Nation: The Global Business of National Identity*. Temple University (March '14); Arcadia University (April '14); University of Helsinki (April '13); University of Tampere, Finland (April '13); University of Connecticut (April '13).
- 2013 *Macromarketing Society*. Schulich School of Business, York University.
- 2012 *Have Brands, Will Travel: The Transnational Diffusion of Strategic Communications Expertise*. Baruch College, CUNY, School of Public Affairs.
- 2012 *The Enterprise of Consumer Confidence*. University of Tampere, Finland.
- 2011 *The 'Softer Side' of Competitiveness: Brand Management and National Knowledge*. New Directions in Culture, Politics & Theory Lecture Series, University of Alberta.
- 2009 *Land of Ideas: Nation Branding in Germany*. German Embassy in Canada.
- 2008 (Keynote) *Cultural Diplomacy and the Internationalization of Culture*. Canadian Conference of the Arts.
- 2008 *Are We American? Canadian Culture in North America*. McGill Institute for the Study of Canada.
- 2007 *Canadian Culture and the Brand Canada Project*. McGill Institute for the Study of Canada.
- 2005 (Expert) Ontario Economic Leadership Summit, Ontario, Canada.

- 2003 *The Business of Advertising*. U.S. State Department of Official Visitors, Belarus Foreign Delegation, New York City.

Refereed Conference Papers

- 2021 *Corporate Power and the Politics of Consensus in Environmental Debates, 1976-1990*. Social Science and Humanities Association (SSHA) Conference, Philadelphia, PA.
- 2020 *Seeing Like a Publicist: State Forestry and the Invention of PR*. International Communication Association (ICA) Annual Meeting (virtual).
- 2019 *Big Data for Climate Action or Climate Action for Big Data?* Co-authored and presented by Maria I. Espinoza. SSHA Conference, Chicago, IL.
- 2019 *The Rule of Reason: Public Relations and the Culture of Transparency in U.S. Environmentalism, 1970-1989*. Cultural Studies Association (CSA) Conference, New Orleans, LA.
- 2019 *Promotional Communication in a Public Culture*. CSA Conference, New Orleans, LA.
- 2019 *Desperate Measures: 'Shared Value' and the Limits of Branded Social Problems*. ICA Annual Meeting, Washington, DC.
- 2019 *Privatizing National Statistics: Big Business, Big Data, and the Management of National Populations*. Co-authored with Maria I. Espinoza. ICA Annual Meeting, Washington, DC.
- 2019 *Sustainable Communication: Green PR and the Export of Corporate Environmentalism, 1989-1997*. ICA Annual Meeting, Washington, DC.
- 2018 *Consulting the Consultants*, ICA Annual Meeting, Prague, Czechoslovakia.
- 2017 *'Stakeholdering' the State for Environmental Sustainability*. SSHA Conference, Montreal, Canada.
- 2017 *Public Relations as Cultural Discipline*. The Society for the History of Recent Social Science Meeting, Rotterdam, The Netherlands.
- 2017 *Environment 1.0: Infoterra and the Making of Environmental Information*. ICA Annual Meeting, San Diego, CA.
- 2017 *Cultural Studies of Corporate Communication*. ICA Annual Meeting, San Diego, CA.
- 2015 *'Big Green Radicals': Building Political Judgment in a Promotional Culture*. International Association of Media & Communication Research Annual Meeting, Montreal, Quebec.
- 2015 *The Logics and Limits of (Russia's) Soft Power*. ICA Annual Meeting, Puerto Rico (presented by co-author Stanislav Budnitsky).
- 2014 *Extracting the 'National Dream' from the Soil: State Discourse and the Exploitation of the Tar Sands in Canada*. SSHA Conference, Toronto, ON.
- 2014 *Raw Materials: Natural Resources, Technological Discourse and the Making of the Canadian Nation*. American Sociological Association (ASA) Annual Meeting, San Francisco, CA.

- 2014 *Branding Collective Action*. ICA Annual Meeting, Seattle, WA.
- 2014 *The Limits of Online Reputation*. ICA Annual Meeting, Seattle, WA.
- 2014 *Ethical Oil and other Strategies: Understanding the Impact of the Transnational Promotional Class on Political Communication*. ICA Preconference on Qualitative Political Comm. Research, Seattle, WA.
- 2013 *Tar, Ethics and Other Tactical Repertoires: Politics and PR around Oil*. National Communication Association (NCA) Annual Meeting, Washington, DC.
- 2013 *Zeitgeist and the Future*. Workshop on The Media of Time-Specific Cultural Patterns, Bielefeld, Germany.
- 2013 *'Changing the Mind of the Nation': The Role of Cultural Adjustment in the Marketing-as-Development Model*. ASA Annual Meeting, New York City.
- 2013 *Tar, Ethics and Other Tactical Repertoires: The Co-Evolution of Campaign Strategies for and against the Tar Sands*. (with Graeme Auld). International Studies Association (ISA) Annual Convention.
- 2011 *Evaluating the Transnational Promotional Class*. ICA Annual Meeting, Boston, MA.
- 2010 *Promotional Culture*. CSA Conference, Berkeley, CA.
- 2009 *Creative Tension, Normal Nation: Branding National Identity in Poland*. Association for the Study of Nationalities (ASN) Annual Conference, Columbia University, NYC.
- 2009 *Progressive Patriotism? Branding the National Flag*. The Dialectics of Global and Local Seminar, ACLA Annual Meeting, Harvard University.
- 2007 *Visible Legitimacy*. Conference on Visual Democracy, Center for Global Culture and Communication, Northwestern University, Chicago.
- 2007 *Mediated States: Control, Authority and Legitimacy in Nation Branding*. ACSUS Biennial Conference, Toronto.
- 2007 *Benign Nationalism: Discourses of Nation Branding*. ASA Annual Meeting, NYC.
- 2007 *Nation Branding and the Communicative Reconstruction of National Identities*. Bielefeld Institute for World Studies, Germany.
- 2006 *Logo, Slogan and Symbol: The Branding of Cities*. European Science Foundation Conference on Cities and Media, Sweden.
- 2006 *Branding, the Nation-State, and Globalization*. ASN Annual Conference, New York City.
- 2005 *The Swoosh Effect: Rebranding Communication Studies*. NCA Annual Conference, Boston, MA.
- 2005 *Looking at Visibility: Tourism Advertising and the Representation of National Identity*. Annual Conference of the British Association of Canadian Studies, Canterbury, UK.

Conference Organization

- 2022 Digital Ethnography Blue Sky Workshop (with Jeff Lane). ICA Annual Meeting, Paris, France.
- 2022 Visualizing What's Social: Research and Methodological Insights. Co-organizer and Faculty Mentor. Preconference: ICA Annual Meeting, Paris, France.
- 2016 Powers of Promotion: Apprehending Promotional Culture in Society. Preconference (with Lee Edwards and Anu Kantola). ICA Annual Meeting, Fukuoka, Japan.
- 2013 Beyond the Brand. Preconference (with Devon Powers). ICA Annual Meeting, London, UK.
- 2011 Cultures of Circulation. SSHRC Workshop (with Ailsa Craig). Carleton University, Canada.
- 2010 Special Seminar on Promotional Culture (with Devon Powers). CSA Conference, Berkeley, CA.
- 2009 Blowing Up the Brand (with Devon Powers). New York University.

Webinars

- 2022 Advertising and the Environment. Roundtable, Advertising & Society Quarterly (upcoming September)
- 2022 Doing Digital Ethnography, with Ethnographic Café. Co-host and co-organizer via Rutgers Digital Ethnography Working Group (DEWG).
- 2021 Methods for Ethnographic Research in, with, and through the COVID-19 Crisis, with Deborah Lupton. Co-host and co-organizer via Rutgers Digital Ethnography Working Group (DEWG).
- 2021 Book Event: How Metrics are Transforming the Work of Journalists, with Caitlin Petre. Co-host and organizer via Rutgers Digital Ethnography Working Group.
- 2021 Author Meets Critics: *How Gender and Power Collide in Food Media and Culture*, by Emily Contois. Panelist. Advertising Educational Foundation.
- 2021 Book Event: Metrics at Work with Angèle Christin. Co-host and organizer via DEWG.
- 2020 Strategic Communication, Promotion and Consumption during a Global Pandemic. Panelist. LSE Department of Media and Communications & Cardiff School of Journalism, Media and Culture.
- 2020 Fieldwork in the Time of COVID-19. Co-host and organizer via Rutgers DEWG.
- 2020 Author Meets Critics: *The Identity Trade: Selling Privacy and Reputation Online*, by Nora Draper. Panelist. Advertising Educational Foundation.

On-Campus Talks

- 2021 Responding to Information and Influence Campaigns. Graduate seminar, Communicating Science with Decision-Makers, Rutgers University.

- 2020 Environmental Sciences, Social Sciences, and Humanities in a Time of Crisis. A Strategic Workshop to Chart a Future for Integrated Research and Teaching. Co-sponsored by the Office of Research & Innovation, the Climate Institute, and the Center for Cultural Analysis. Roundtable Participant.
- 2019 Applications of Media Studies Research. Rutgers SC&I PhD Pro-Seminar.
- 2019 The Climate of Publicity: PR and Environmental Politics. Rutgers Climate Institute Lunchtime Series.
- 2019 The Limits of Big Data for Climate Action. Rutgers University SC&I Symposium.
- 2017 Truth, Media and Politics in the Age of Trump. Rutgers University SC&I Symposium (video presentation).
- 2015 Raw Materials: Natural Resources, Technological Discourse, and the Making of a National Identity. Rutgers Center for Historical Analysis.
- 2014 Branding the Nation. Barnes & Noble, Rutgers University.
- 2013 Life of an Academic. Doctoral Student Colloquium, Rutgers University.
- 2012 Liquid Textbooks and other Digital Learning Tools in Large Classroom Settings. Educational Development Centre, Carleton University (March); Teaching & Learning Symposium, Carleton University.
- 2007 Visual Culture and Contemporary Media: A Trans-Atlantic Conversation between Danish and American Scholars, New York University.
- 2006 Center for Comparative European Social Studies and University of Amsterdam Media & Globalization Summer Program, New York University.

Off-Campus Guest Lectures & Seminars

- 2022 Networked Publics: Theories & Encounters. Graduate Seminar, University of Southern California – Annenberg (via Zoom).
- 2021 Behind Public Relations. Undergraduate seminar, Temple University (via Zoom).
- 2020 Strategic Communication in a Digital Age. Graduate seminar, London School of Economics (via Zoom).
- 2019 PR and the Environment. Undergraduate seminar, Environmental Studies and Sociology, Brown University (via Skype).
- 2019 Media, Politics, Environment, and Branding. Undergraduate seminar, School of Media and Communication, University of North Carolina.
- 2019 Nation Branding in the Era of Trump and Brexit. Northwestern University (via Skype).

- 2018 Nation Branding, Arts, and Propaganda. Annenberg School of Communication, University of Pennsylvania.
- 2018 Choices in the Newsroom and Their Political Ramifications. Undergraduate Associates Program, Eagleton Institute for Politics, Rutgers University.
- 2017 Interorganizational Relationships and Stakeholder Management. Graduate seminar, SC&I, Rutgers.
- 2017 Research Design for Media Studies. Graduate seminar, SC&I, Rutgers.
- 2017 Applications and Implications of Media Studies Research. Graduate seminar, SC&I, Rutgers.
- 2017 Brand as Consensus Object. Graduate seminar, Northwestern University.
- 2017 Nation Branding and Global Circulation. Undergraduate seminar, Yale University.
- 2016 Contemporary Media in a Global Society. Undergraduate seminar, American University (via Skype).
- 2016 International Communication: Power and Flow. Graduate seminar, Annenberg School for Communication, University of Pennsylvania.
- 2014 International Communication. Graduate seminar, Univ. of Leeds (UK) .
- 2014 Image Management. Graduate seminar, Arcadia University, PA.
- 2014 Culture, Markets, and Globalization. Undergraduate seminar, Yale University.
- 2008 Mass Persuasion and Propaganda. Undergraduate seminar, Muhlenberg College, PA.

TEACHING, INSTRUCTIONAL DESIGN, MENTORSHIP

Courses Designed and Taught as Instructor of Record

Undergraduate:

Media & Politics; Promotional Media; Image, Politics & Persuasion; Nationalism in a Global Era; Introduction to Communication Studies; Advertising & Society; Introduction to Media Criticism.

Masters:

Media Studies: Theory & Practice; Critiquing Marketing Communication.

Doctoral:

Critical Research Methods; Explorations in Contemporary Media Studies; Media & Reputation; Adventures in the Global Cultural Economy; Critical Themes in Promotional Culture; Writing as Craft and as Profession; Media Theory.

PhD Workshops

- 2019; 2021 Doctoral Writing Bootcamp: Faculty mentor for three-day workshop for PhD students in Media/Communication Studies. Mentoring, best practices, writing.
- 2019 Methods Workshop on Interviewing: Created and ran afternoon workshop on interview protocols. Research design, strategies, writing.
- 2015 Media Studies Doctoral Writing Workshop: Created and ran monthly writing workshop for PhD students. Mentoring, collaborative peer review.

Student Mentoring

Doctoral Student Mentoring (PhD completed)

- Diana Floegel, Investigating Structural Articulations of Power in Information Creation: A Constructivist Grounded Theory of Queer-Created Fanfiction, PhD Information Studies, Rutgers University (committee member)
- James Hodges, Information Technology, Para-Academic Research Culture, and Post-Literary Communication Techniques, 1950-2000. PhD Communication, Information & Media, Rutgers University (committee member)
- Stanislav Budnitsky, Digital Nationalisms: Identity, Strategic Communication, and Global Internet Governance. PhD Communication, Carleton University (chair)
- Tim Wood, Corporate Front Groups and the Making of a Petro-Public. PhD Media, Culture & Communication, New York University (committee member)
- Vanessa Kitzie, Beyond Behaviors, Needs, and Seeking: A Qualitative Investigation of Information Practices among Individuals with LGBTQ+ Identities. PhD Communication, Rutgers University (committee member)
- Camille Reyes, The People's PR: Public Relations, Occupy Wall Street, and the Status Quo. PhD Media Studies, Rutgers University (committee member)
- Nadia Riley, Creating and Marketing Nations: The (In)visibility of Race in Haiti and the Dominican Republic. PhD Media Studies, Rutgers University (committee member)
- Kathleen McCollough, I Cared: Everyday Feminine Labors through the Scrapbook. PhD Media Studies, Rutgers University (committee member)
- Sheena Raja, The Neoliberal Do-Good Spirit: A Case Study of Unilever's Digital Communication of Corporate Social Responsibility PhD Media Studies, Rutgers University (committee member)

Doctoral Student Mentoring (PhD in progress)

- Media Studies: Danyel Ferrari (supervisor); Nicole Weber (supervisor); Thiam Huat Kam (committee member)
- Sociology: Maria I. Espinoza (committee member); Fred Traylor (qualifying paper committee member)
- Public Administration: Abdur Yasin (committee member)
- Qualifying exams: Catherine McGowan; Kate Prendella; Emily Stainkamp

Undergraduate Student Mentoring (Honors Thesis/IS advisor)

Isabella Rivera; Matt Hahn; Laura Marchoff; Keshav Pandya; Spencer Yan; Alexandra Wepner; Mariyah Wojcik; Allison Wedwaldt; Victoria Mazzella.

SERVICE TO PROFESSION

- Co-Founder and Co-Chair, Digital Ethnography Working Group, Rutgers University, 2020–
- Board of Directors, International Communication Association (ICA) 2020–2022
- Chair, Popular Media & Culture Division, ICA 2020–2022
- Vice Chair, Popular Comm. Division, ICA 2018–2020
- Associate Editor, *Canadian Journal of Communication*, 2019–2024
- Editorial Board, *International Journal of Communication*, 2018–

- Editorial Board, *International Journal of Cultural Studies*, 2018–
- Editorial Advisory Board, *Advertising & Society Quarterly*, 2019–
- Sustainability Committee, ICA 2016–2019
- Secretary, Popular Communication Division, ICA 2013–15
- Culture Section Nominations Committee, American Sociological Assoc., 2013–14
- Guest Editor, Research Centre for Journalism, Media, and Communication (COMET), University of Tampere, Finland, 2013

Professional Reviewing

Journals: *Comparative Studies in Society & History*; *International Journal of Press/Politics*, *Environmental Sociology*; *Communication, Culture & Critique*; *New Media & Society*; *Journal of Communication*; *International Journal of Media and Cultural Politics*; *International Journal of Communication*; *Popular Communication: The International Journal of Media and Culture*; *European Journal of Cultural Studies*; *Nations and Nationalism*; *Signs & Society*; *City & Society*; *Canadian Journal of Communication*; *Television and New Media*; *International Political Sociology*; *Contexts*; *Kult*; *Public Relations Inquiry*; *Social Forces*; *Sociological Forum*; *Environmental Communication*; *Convergence*; *Communication & Sport*; *International Journal of Cultural Studies*; *American Political Science Review*; *Big Data & Society*

Presses: Oxford, Routledge, Polity Press, SAGE, McGill-Queen's University Press, American Philosophical Society, Rowman Littlefield, Emond Montgomery Publications, UBC Press.

Grants: Netherlands Organization for Scientific Research; Dutch Research Council (NWO); Social Sciences and Humanities Research Council (Connection Grants; Postdoctoral Awards); Quebec Cultural Research Fund (Fonds de recherche sur la société et la culture du Québec)

Conferences: International Communication Association; IAMCR

Tenure Dossiers: The New School; Boston College; Drew University; York University (Toronto)

University Service

- Rutgers JMS Faculty Mentor for Dr. Caitlin Petre (2017–present) and Dr. Youngrim Kim (2022–present)
- Rutgers SC&I Media Studies Area PhD Coordinator, 2022–2024
- Rutgers University Press Editorial Committee Member 2022–
- Rutgers Chancellor's Academic Master Plan Working Group on Research Innovation & Inclusion 2021–
- Rutgers JMS Doctoral Qualifying Exams Task Force 2021–
- Rutgers JMS Master's Degree Task Force 2021–
- Rutgers Faculty Evaluator, Dean's Diversity Fellowships, School of Graduate Studies 2018–
- Rutgers JMS Search Committee Co-Chair 2021–22
- Rutgers SC&I Tenure & Promotion Committee Chair 2021
- Rutgers JMS Curriculum Review Committee 2014-2018; Spring 2021
- Rutgers SC&I Masters (MCM) Executive Committee Spring 2021

- Rutgers JMS Peer Evaluation Committee, Faculty Compensation Program 2020
- Rutgers PhD Program Area Coordinator, Media Studies 2018–19
- Rutgers Eagleton Institute for Politics Undergraduate Associates Admissions 2018, 2019
- Rutgers Appointments & Promotions Committees 2017; 2021; 2022
- Rutgers Journalism and Media Studies Search Committee (Administrative Staff) 2016
- Rutgers Aresty Research Center Faculty Review Board 2015
- Rutgers Journalism and Media Studies UG Scholarship Review Committee 2014–16
- Rutgers School of Communication & Information Global Education Committee 2014–15
- Rutgers-New Brunswick GA/TA Grievance Process Committee 2013–14
- Carleton U Dean’s Strategic Vision Committee, Faculty of Public Affairs 2013
- Carleton U Doctoral Writing Workshop Mentor, Communication Studies 2012–13
- Carleton U Undergraduate Student Engagement Committee, Chair, Comm. Studies 2011–12
- Carleton U Graduate Student Conference, Faculty Advisor, Comm. Studies 2009–10
- NYU/LSE Politics and Culture Graduate Student Research Network Coordinator 2007–08
- NYU Department of Media, Culture, and Communication Doctoral Student Colloquium Co-coordinator, 2005–06

Media Coverage of Research & Expert Media Interviews

A Strategic Nature. Radio Northern Beaches, Sydney, Australia. 31 August 2022.

[House Committee Poised for Potential Subpoena of PR Firm for Climate Disinformation.](#) *DeSmog Blog*. 26 August 2022.

[The Audacious PR Plot that Seeded Doubt about Climate Change.](#) BBC. 23 July 2022.

[How a 50-year-old PR Strategy Influenced the Supreme Court’s EPA Decision.](#) *Grist Magazine*. 6 July 2022.

[‘Greenwashing’: New Climate Misinformation Battleground.](#) AFP (Agence France-Presse). 27 June 2022.

[Bracewell Launches Pro-CCS Group Ahead of Funding Explosion.](#) ClimateWire/E&E News. 31 May 2022.

[The Power of Big Oil: A Three Part Series.](#) PBS Frontline. April–May 2022.

[Documents Show How Polluting Industries Mobilized to Block Climate Action.](#) *The Intercept*. 12 April 2022.

[Our Climate Reality Demands Radical Action from Brands.](#) *AdWeek*. 4 April 2022.

[A Strategic Nature. \(Audio Interview\).](#) New Books Network. 15 March 2022.

[PR Worked for Big Oil. So Can It Work for Climate Action?](#) *Grist Magazine*. 22 February 2022.

[PR Firms are Facing a Backlash for Greenwashing Big Oil.](#) CNBC. 16 February 2022.

[An FTI Consulting Presentation Pulls Back the Veil on Fossil Fuel PR.](#) *DeSmog Blog*. 7 February 2022.

[How the PR Industry Has Helped Big Oil Transform the Way We Think about the Environment.](#) *DeSmog Blog*. 3 February 2022.

[Individuals Are Not to Blame for the Climate Crisis.](#) *Yes! Magazine*. 31 January 2022.

[More than 450 Scientists Call on PR and Ad Firms to Cut their Ties with Fossil Fuel Clients.](#) *Washington Post*. 19 January 2022.

Wanted: Environmental Reporters for an Oil Giant's "Newsroom." *ClimateWire (Politico)*. 14 January 2022.

[Activists Target Public Relations Groups for Greenwashing Fossil Fuels.](#) *Financial Times*, 11 January 2022.

[Fossil Fuel Firms among Biggest Spenders on Google Ads that Look Like Search Results.](#) *The Guardian*, 5 Jan 2022.

[Marketing Companies are Culpable in Climate Delay, Report Says.](#) *Boston Globe*, 1 December 2021.

[Why all COPs are Bad: Q & A with Melissa Aronczyk.](#) Hot Take Pod (online newsletter), 21 November 2021.

[Melissa Aronczyk on Greenwashing.](#) DRILLED podcast episode, 19 November 2021.

[The Climate Activists Stealing Big Oil's Playbook.](#) *Politico Europe*. 10 November 2021.

[There Can Be No Compromise on a Burning Planet.](#) *The Nation*. 27 October 2021.

[Democrats are Coming after Big Oil.](#) *Rolling Stone*. 27 October 2021.

On Branding. [Kapitalet Podcast](#) Series, episodes 228 and 230 (in Swedish). October 2021.

[Facebook Ad Boycott: A Chance to Stop Hate or Just Another PR Campaign?](#) *Deutsche Welle*. July 2020. Reprinted in *Forbes Mexico*.

[SUVs are Way Worse for the Planet than Anyone Previously Thought.](#) *WIRED UK*. 6 December 2019.

[Climate Change Legislation, Media Coverage Drives Oil Companies' Ad Spending, Study Finds.](#) *Phys.org*. 17 December 2019.

[Managed Environmentalism.](#) *Nature Sustainability* 2.8 9 August 2019.

[Tie a Good Cause to a Bath Bomb and Watch Your Profits Rocket.](#) *The Guardian*. 10 June 2018.

Nationalism and Nation Branding. The State of Things, WUNC Radio (North Carolina), 2 May 2018.

ExxonMobil and Climate Change Denial (Interviewed for background). WNYC On the Media. 19 April 2017.

It works for Canada Goose, but How Far Can 'Made in Canada' Go? *Globe and Mail*. 20 December 2016.

[Comment améliorer l'image de marque du Canada?](#) [How Do We Fix Canada's Brand?] (in French). *L'Actualité*. Aug 2014.

[Les lacunes de l'image de marque du Canada.](#) [What's Wrong with Canada's Brand?] (in French). CBC Radio-Canada. 14 July 2014.

[Nation "Branding" to Promote States in the Global Market has Serious Consequences for Social Diversity within European Countries.](#) LSE *EUROPP (European Politics and Policy)*. January 2014.

[Branding the Nation](#). *New Books Network* podcast. December 2013.

Countries' Tactics to Improve Standing, Image and Reputation Explored in New Book. *Rutgers Today*. November 2013.

When Nation Branding Fails, Who's to Blame? *The Public Diplomat*. 7 Nov 2013.

[Want Your Country to be Sexier? Rebrand!](#) *NPR Marketplace Morning Report*. 5 November 2013.

Internationalizing Canadian Culture. Radio-Canada, *Les arts et les autres* (in French). 13 June 2008.

Branding Ontario. CBC Radio One FM, *All in a Day*. May 2008.

PROFESSIONAL RESEARCH POSITIONS

2005–09 Editor and Writer, Social Science Research Council, New York City

2004–05 Research Assistant, Canadian Consulate General in New York
Dossiers: public affairs, political/economic affairs, cultural programming

OTHER

Memberships: International Communication Association; National Communication Association; Social Science History Association; Society for the History of Recent Social Science

Languages: Fluent French (spoken/written); basic Spanish (spoken/written).

Citizenship: Dual Canadian/American

Hobbies: Classically trained violist; distance runner.